

Conditional Use Analysis

August 27, 2008

C-24-2007 amended

Coventry III/Satterfield Helm Valley Fair LLC

3601 South Constitution Blvd. (2700 West)

Wall Signs for Ross

C-2 Zone

Gary Hall with the Valley Fair Mall, owned by Coventry III/Satterfield Helm Valley Fair LLC, has requested a conditional use amendment to increase the size of wall signs proposed for Ross Dress for Less. Section 11-4-111 of the sign ordinance allows the Planning Commission to consider signs larger than those described in the ordinance. The Planning Commission used this provision to grant larger pole signs as part of the overall mall approval last year.

To address additional signs on other tenants, Mr. Hall is also requesting that the building height used to calculate allowable sign area be increased from 15' to 21'. Right now, the sign ordinance allows up to 15' in height to calculate the allowable sign area even if the building is taller than 15'. According to Mr. Hall, 21' height will be needed to accommodate the signage that Best Buy and Petco are proposing. The Petco and Best Buy buildings are approximately 24' to 26' in height.

There are several attachments included with this report. The following is a description of each attachment:

1. Letter from Gary Hall: This letter outlines reasons why the mall and Ross are requesting larger wall signs.
2. Proposed Ross elevations: These latest elevations are different from the original elevations shown for Ross as part of the overall conditional use permit in that the entrance has now been moved to the south corner and the mall entrance south of Ross has been moved to the west, which has reduced the length of the south elevation of Ross.
3. Partial site plan: This plan shows a close up of the mall site plan just around the Ross building.
4. Mall site plan: From this plan you can see how Ross fits in with the overall mall plan.
5. Original Ross elevation and site plan: This is the plan that was presented to the Planning Commission last year with the entrance in the center.
6. Photo of existing Ross building: This photo shows an example of an existing Ross building where the entrance is on the corner with signs built similar to those requested in this application.
7. Tables with sign calculations: Four different sign calculation scenarios are shown in this attachment.

Staff Alternatives

1. Approval of the Ross signage as submitted. Allowable sign area for future mall signs for tenants utilizing 15,000 square feet or more shall be calculated using 21' as the height.
2. Approval of the Ross signage as submitted. Any other mall tenants desiring signs larger than the sign ordinance allows must submit a conditional use amendment.
3. Approval of the Ross signage with the following restrictions:
 - a. The area of the signs on the west and north sides shall meet the ordinance.
 - b. The area of the sign on the south side shall be limited to 270 square feet to match the west side.Any other mall tenants desiring signs larger than the sign ordinance allows must submit a conditional use amendment.
4. Continuance for reasons determined during the public hearing.
5. Denial, all wall signs shall meet the sign ordinance.